Jessica Lam

Customer Engagement Specialist

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Summary

Customer engagement specialist with 4 years in event marketing and customer outreach, running 50+ demo rides and community events a year for an e-bike brand. Manages customer engagement from first test ride through HubSpot email marketing and follow-up, and reports results with Microsoft Office Suite tools. Brings strong customer service and communication skills to every rider.

Experience

Customer Engagement Specialist

05/2024 - Present

Willamette E-Bikes Portland, OR

Electric bike brand with 2 showrooms and online sales in the Pacific Northwest.

- Plan and run **50+** demo rides, shop nights and community events a year across Portland and Vancouver.
- Contact event leads in HubSpot within 48 hours, turning 18% of test riders into buyers within 60 days.
- Write monthly owner emails and service reminders for 6,000 customers, lifting open rates from 31% to 44%.
- Build Excel and PowerPoint recaps of event spend, leads and sales for the marketing manager each month.

Brand Ambassador

03/2022 - 04/2024

Rose City Experiential Portland, OR

Experiential marketing agency for food, outdoor and tech brands.

- Represented 5 food, outdoor and tech brands at 120+ retail, festival and campus events.
- Collected 8,000 survey responses and contact sign-ups on tablets for client CRM lists.
- Trained 10 new brand ambassadors on talking points, booth setup and event reporting.
- Resolved product questions and complaints on site, sending 40+ warm leads to client sales teams.

Education

Bachelor of Arts

12/2021

Portland State University Portland, OR

Communication

Skills

- Customer Engagement
- Event Marketing
- HubSpot
- Email Marketing
- CRM
- Microsoft Office Suite
- Excel
- PowerPoint
- Customer Service
- Communication Skills